

Missouri Department of Higher Education (MDHE)
NEW PROGRAM PROPOSAL FORM

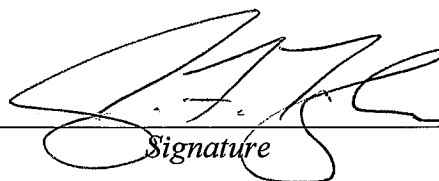
SIGNATURE PAGE

Sponsoring Institution(s):	Fontbonne University
Program Title:	Leadership Studies
Degree/Certificate:	Bachelor of Arts
Options:	N/A
Delivery Sites:	Main Campus
CIP Classification (<i>Please provide a CIP Code</i>):	52.0213
Implementation Date:	Fall 2012
Cooperative Partners:	N/A

AUTHORIZATION:

Dr. Greg Taylor, Executive Vice
President

Name/Title of Institutional Officer


Signature

8/13/12
Date

Dr. Laurie A. Rodgers, Director-Institutional Research & Assessment
Person to Contact for More Information

314.719.3661
Telephone

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Fontbonne University: *BA-Leadership Studies*

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

STUDENT PREPARATION

Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

- In addition to meeting our standard admissions requirements and procedures, prospective students must have completed a minimum of 90 semester hours of undergraduate work from an accredited institution.

Characteristics of a specific population to be served, if applicable.

- This degree-completion program is meant to serve the thousands of individuals in St. Louis and across Missouri that have completed more than 90 semester hours of undergraduate coursework, but did not receive a bachelor's degree. Additionally, this program was designed to include some general education requirements in the major core courses.

FACULTY CHARACTERISTICS

Any special degree requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

- All adjunct faculty for this program will possess a master's degree or higher from an accredited institution and have experience and expertise.

Estimated percentage of credit hours that will be assigned to full-time faculty. Please use the term "full-time faculty" (and not FTE) in your descriptions here.

- 0% of credit hours will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation.

- Full-time, full-time affiliate and pro-rata faculty members shall have at least three office hours a week. It is suggested that part-time faculty shall have at least one office hour a week. Faculty shall post the times they are available on the office door or on the department bulletin board (see Faculty Employment Policies, p. 56, 4.10.5 Office Hours, <http://www.fontbonne.edu/downloads/FBUVolumeIVJune2009.pdf>)

ENROLLMENT PROJECTIONS

Student FTE majoring in program by the end of five years.

- An estimated 10 full-time students will be enrolled in the Leadership Studies program after 3 years and 15 after five years.

Percent of full-time and part-time enrollment by the end of five years.

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- 100% will be part-time by the end of five years.

STUDENT ENROLLMENT PROJECTIONS

Fontbonne University: *BS-Managerial Analytics*

Year	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Full-Time	0	0	0	0	0
Part-Time	5	8	10	12	15
Total	5	8	10	12	15

STUDENT AND PROGRAM OUTCOMES

Number of graduates per annum at three and five years after implementation.

- An estimated 10 graduates at the end of 3 years and 15 after five years.

Special skills specific to the program.

- Develop leadership strategies that incorporate ethical principles.
- Demonstrate an awareness of the international business environment and the opportunities that exist for domestic organization expansion.
- Utilize effective means to create written and oral communications to employees within an organization.
- Apply both quantitative and qualitative factors in the analysis of decisions made in leadership roles.
- Understand the changing role of technology in business and how to use technology when making management decisions.

Proportion of students who will achieve licensing, certification, or registration.

- Not applicable

Performance on national and/or local assessment, e.g. percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exist assessments in a particular discipline as well as the name of any nationally recognized assessments used.

- Students will complete a leadership project in their capstone course to assess students' understanding of the role quantitative and qualitative factors play in a leader's decisions.
- Students will complete an international business project in the Global Communication course to demonstrate their understanding of the international business environment, the social and political climates involved and how those aid or hinder business expansion.

Placement rates in related fields, in other fields, unemployed.

Transfer rates, continuous study.

- The Missouri Department of Higher Education (MDHE) has established guidelines for transfer procedures. Fontbonne University's 42-credit hour semester block of general education meets the statewide general education policy. As a signatory, a student who

completes this 42-hour block at a Missouri community college will also satisfy Fontbonne University's requirement. An official transcript is required from the sending institution and must reflect that the Missouri General Education Requirements have been met. Transcripts will be evaluated on a course-by-course basis for students who transfer without this block.

PROGRAM ACCREDITATION

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

- We will not be seeking specialized accreditation for this program.

ALUMNI AND EMPLOYER SURVEY

Expected satisfaction rates for alumni, including timing and method of surveys.

- No survey is currently planned.

Expected satisfaction rates for employers, including timing and method of surveys.

- No survey is currently planned.

PROGRAM STRUCTURE

Fontbonne University: *Program Name*
Date

A. Total Credits Required for Graduation:	128 Credit Hours
B. Residency Requirements, if any:	None
C. General Education-Total Credits:	42 Credit Hours
D. Major requirements-Total Credits:	33 Credit Hours

<u>Course</u>	<u>Cr Hrs</u>
BAC 405 Isolation of the Modern Leader	3
BCC 320 Corporate Presentation & Persuasion	3
ORG 315 Applications of Modern Math for Managers	3
PHL 260 Contemporary Moral Issues	3
ORG 316 Social Psychology and the Multicultural Workplace	3
BUS 396 Leadership and Sustainability	3
BCC 400 Global Communication in the 21 st Century	3
BUS 471 Leadership: Managing in a Changing Environment	3
BUS 397 Management and Leadership	3
BUS 398 Supply Chain Management	3
BUS 468 Applied Leadership Project	3

E. Free Elective Credits (Sum of C, D, and E should equal A):	53 Credit Hours
F. Requirements for thesis, internship, or other capstone experience:	N/A
G. Any unique features such as interdepartmental cooperation:	N/A

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Will enrollment be capped in the future? No.

MARKET DEMAND

National, State, Regional, or Local Assessment of labor need for citizens with these skills.

- This program will prepare students for a broad range of management opportunities in the marketplace as organizations are demanding more from their employees. The U.S. Department of Labor reports that the “job prospects are expected to be better for those who can manage a wide variety of responsibilities than for those who specialize in particular functions”. The Department continues by reporting that the overall employment in the field of management, which includes a variety of administrative service positions, will grow in a range of 12% to 20 % by 2018 (Occupational Outlook Handbook, 2010-2011 Edition).

SOCIETAL NEED

General needs which are not directly related to employment

- This degree-completion program in Leadership Studies will meet the needs of individuals who have at least 90 credit hours of undergraduate coursework, but no bachelor’s degree and still needing general education required courses.

METHODOLOGY USED TO DETERMINE “B” AND “C” ABOVE:

- The Occupational Outlook Handbook (2020-11 Edition), published by The Bureau of Labor Statistics

DUPLICATION AND COLLABORATION:

Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

- Other universities in Missouri offer similar degree completion. Fontbonne University is adding this degree to strengthen and support existing programs, as well as to meet the needs of the St. Louis community.

FINANCIAL PROJECTIONS (For Public Institutions Only):

Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.

- Not Applicable

ACCREDITATION:

If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

- The Eckelkamp College of Global Business and Professional Studies has earned accreditation from the Accreditation Council for Business Schools and Programs

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(ACBSP) for our Bachelor of Science in Business Administration, Bachelor of Business Administration, Bachelor of Science in Sports Management, Bachelor of Arts in Organizational Studies, Master of Business Administration, Master of Management and the Master of Science in Taxation.

- The college will not be seeking accreditation for the Bachelor of Arts degree in Leadership Studies from the ACBSP.

INSTITUTIONAL CHARACTERISTICS:

Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

- The proposed addition of a leadership studies program links to the strategic plans of both the University and the Eckelkamp College of Global Business and Professional Studies.
- The development of a specific major in marketing is directly in line with tactics II.2. and II.4.a of Fontbonne's Long Range Plan and tactic II.3.i of the College's Long Range Plan. An explicitly defined major, as opposed to a concentration, is in-demand among prospective students, especially traditional aged students. A degree in marketing has the potential to produce new revenue for the University without siphoning students from other programs. Students who would not normally apply to Fontbonne would do so with the addition of this degree. These characteristics are in line with ECGBPS goal II.4.
- Fontbonne's vision statement says the University will offer educational opportunities that "reflect high standards, interdisciplinary thought and integrated understanding." Furthermore, the College's mission statement mandates that we deliver business programs that are "responsive to current and future business needs" and that prepare students for successful careers. The proposed major in marketing supports these provisions.

Fontbonne University Tactic II.2.f:

II. We will make academic excellence our priority;

2. Increase the visibility and academic reputation of Fontbonne University, particularly among prospective students, among institutions of higher education and in the St. Louis community and beyond;
- f. Distinguish and increase visibility of the graduate programs

Fontbonne University Tactic II. 4. a:

II. We will make academic excellence our priority;

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth;
 - a. Develop new, innovative and modified programs in traditional, non-traditional, hybrid, and online venues

ECGBPS Tactic II.3.i:

II. We will make academic excellence our priority;

3. Collaborate with area business and organizations to create experiential learning opportunities and strengthen community relations
 - i. Distinguish and increase visibility of the graduate programs

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ECGBPS Goal II. 4:

II. We will make academic excellence our priority.

4. Strengthen and support existing programs and explore the feasibility of new programs that will assist in enrollment growth

8. Any Other Relevant Information: